

Classification: Student Affairs

Approving Authority: President

Responsible Authority: Vice President of Enrollment Services & Student Affairs

Implementing Authority: Office of Student Life

Effective Date: August 2023

Review: August 2024

Student Generated Initiative - Promotional, Operational and Financial Support Policy & Procedures

1.0 Purpose

- 1.1 The purpose of this policy is to establish guidelines and procedures for providing promotional, operational, and financial support to student-generated initiatives within the university. This policy aims to foster a culture of innovation, creativity, and entrepreneurship among the student body, empowering them to initiate and lead projects that contribute positively to the university community and beyond.

2.0 Scope

- 2.1 This policy applies to all currently enrolled undergraduate and graduate students of the university who wish to propose, develop, and execute initiatives, projects, events, or activities that align with the university's values and mission.

3.0 Definitions

- 3.1 Financial support - allocation of funds from university resources to financially aid the development and implementation of student-generated initiatives.
- 3.2 Operational support - provision of logistical, administrative, and organizational assistance to help student-generated initiatives effectively execute their proposed activities.
- 3.3 Promotional support - assistance provided to publicize and raise awareness about student-generated initiatives through university communication channels and resources.
- 3.4 Student-generated initiative - refers to innovative projects, events, activities, or ventures conceptualized, planned, and led by enrolled students of the university.

4.0 Policy

- 4.1 The university is committed to empowering students to take the lead in conceptualizing and executing initiatives that contribute positively to the campus and broader community.



- 4.2 All student-generated initiatives should promote inclusivity, diversity, and respect for different perspectives, fostering a welcoming environment for all participants.
- 4.3 Initiatives should uphold high ethical standards, and student leaders are accountable for their actions, decisions, and use of allocated resources.
- 4.4 The university encourages initiatives that demonstrate a commitment to sustainability, both in terms of their impact on the environment and their long-term viability.
- 4.5 Student-generated initiatives should provide valuable learning experiences that enhance students' personal and professional development.
- 4.6 Students must submit a detailed proposal outlining the initiative's objectives, goals, implementation plan, budget, and potential impact.
- 4.7 A designated review committee will assess proposals based on alignment with the university's values, feasibility, potential benefits, and alignment with available resources.
- 4.8 Approved initiatives will receive assistance in promoting their activities through university communication channels, including social media, newsletters, and website features.
- 4.9 Promotional materials should adhere to university branding guidelines and be submitted for approval before distribution.
- 4.10 Initiatives may request operational support, such as event planning guidance, venue booking, equipment rental, and administrative assistance.
- 4.11 Availability of operational support will depend on the initiative's scope, resources, and alignment with university priorities.
- 4.12 Initiatives may be eligible to receive funding based on the proposed budget and potential impact.
- 4.13 Funding applications will undergo a review process, and approved initiatives will receive funds to cover specified expenses.
- 4.14 Proper financial documentation and reporting will be required for all allocated funds.
- 4.15 Initiatives will be monitored for progress, and student leaders will provide regular updates on the initiative's development and outcomes.



- 4.16 A post-initiative evaluation will assess the initiative's success, lessons learned, and its contribution to the university community.

5.0 Procedures

- 5.1 Students or groups interested in initiating a project submit a detailed proposal to the Office of Student Life.
- 5.1.1 The proposal includes the following:
- Clear objectives and goals of the initiative.
 - Detailed implementation plan and timeline.
 - Comprehensive budget, including estimated costs and funding requirements.
 - Expected impact on the university community.
- 5.1.2 The Office of Student Life evaluates proposals based on alignment with university values, feasibility, potential benefits, and available resources.
- 5.1.3 The Office of Student Life communicates the decision to the applicants, either approving, requesting modifications, or declining the proposal.
- 5.2 Student leaders of approved initiatives coordinate with the university's Marketing and Communication Department to plan promotional activities.
- 5.2.1 Promotional materials (e.g., posters, social media content) are developed, adhering to university branding guidelines.
- 5.2.2 Student leaders submit promotional materials for approval before distribution.
- 5.2.3 Once approved by both the Office of Student Life and the Market and Communications department, promotional materials are shared through university communication channels, such as social media, newsletters, and the university website.
- 5.3 Student leaders identify the operational support needed (e.g., event planning assistance, venue booking, equipment rental)
- 5.3.1 They submit a request for operational support to the Office of Student Life.
- 5.3.2 The Office of Student Life reviews the request and allocates resources based on the initiative's scope, impact, and alignment with university priorities.
- 5.4 Student leaders submit a detailed budget proposal outlining the funding requirements for their initiative.



- 5.4.1 The Office of Student Life reviews the budget proposal and assesses the funding needs against available resources.
- 5.4.2 If approved, funds are allocated to the initiative based on the approved budget.
- 5.4.3 Student leaders are required to adhere to proper financial documentation and reporting standards.
- 5.5 Student leaders provide regular progress updates to the designated university office, highlighting milestones, challenges, and achievements.
 - 5.5.1 Upon completion of the initiative, student leaders conduct a post-initiative evaluation, assessing the success, lessons learned, and impact.
 - 5.5.2 The evaluation report is submitted to the Office of Student Life for review and consideration in future support decisions.

Related Policies and Documents

Advertising and Promotions
Campus Use and Booking
Code of Conduct
Event/Activity Sponsorship
Incident Response
Risk Management
Student Organizations
Use of Social Media